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The FLORIDA OPTOMETRIST

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VOLUME 3 MAY-JUNE 1946 NUMBER 9

N MEDICAL
5 1963
BRARY

Palms at Miami Beach

Annual Convention
Florida Optometric Association
Miami Beach -- June 30 - July 2

WITH THIS ONE

AO *Weymouth Ful-Vue*

You Can Fit All Crests

To simplify your fitting problems, to provide satisfaction for your patients, prescribe this 3-way adjustable frame.

With one Weymouth frame you can fit the variable crests of various patients because three special lens patterns automatically change the bridge from regular to high or low positions without alternating the bridge measure or disturbing correct eye position.

With AO Weymouth you have a zyl frame that provides a complete and ophthalmically precise fitting range.

Ask your AO Representative to demonstrate the advantages of the new AO Weymouth frame.

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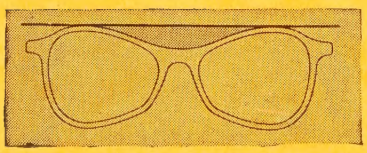
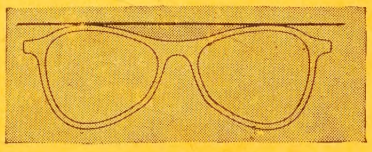
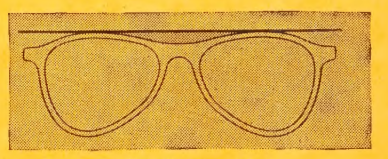


LOW CREST
Obtained by using lens pattern S3-7L,



MEDIUM CREST
Obtained by using lens pattern S3-7,



HIGH CREST
Obtained by using lens pattern S3-7H.

QUALITY

As Exemplified by TITMUS LENSES

If you ask yourself this question: "What in the final analysis is the true test of lens quality?" your intelligence must answer, "The degree to which the lens satisfies the ultimate wearer."

By this test, Titmus Lenses are rightly regarded as being of the very highest quality. They give the fullest measure of service and satisfaction to those who wear them; while those concerned with their prescription, and wholesale and retail distribution, have found commensurate prestige and profit.

Titmus Lenses—"Perfex," "Bonvue," "Velvet-Lite," "Contra-Glare"—
Are Available from Leading Independent Rx Resources from Coast to Coast

TITMUS OPTICAL CO., PETERSBURG, VA., U. S. A.

The Florida Optometrist

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THE FLORIDA OPTOMETRIST
EDITOR . . . . . DR. R. H. PEMBLE

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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

EDITORIAL

WHAT CONSTITUTES OPTOMETRIC SUCCESS?

An optometrist retired recently—turned the practice over to one of his sons. The "old man" was a little over seventy and felt he wanted to play around a little and see something of the world.

He started out years ago as a "jeweler-optometrist" and there is no need to describe the place—in those days, there were many like it. The main business was in the jewelry store and he "fitted up a pair of glasses" with a far-point chart, a trial frame and trial lenses, as the occasion demanded.

Early in the Extension Program days, he heard the story and got an idea "there might be something to it." So he learned the "18 points" of those days and applied his knowledge to his patients.

Little by little, the number of patients increased, keeping him away from the watchmaker's bench, and away from the "store" until, catching the vision of professional practice (long time ago too) he sold the store and opened a professional office when everyone said it was "crazy".

It was a small town but patients came from miles around—even from two of the bigger cities some distance away and the practice

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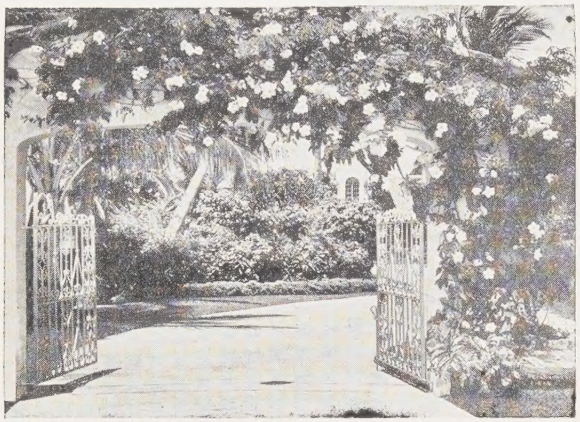
About the Convention City

By Miami Beach News Service



Optometrists who attend the annual convention of the Florida Optometric Association in Miami Beach June 30—July 2 will find the environment of the seaside resort conducive to both successful business session and pleasant hours of relaxation.

Famed the world over as a winter resort and well-known as a summertime vacation center, Miami Beach continues to grow in importance as a convention city. Meetings of more than 40 state and national organizations are booked for Miami Beach in 1946.

The first thing most people notice about Miami Beach is the exceptional cleanliness of the city. Buildings are white or flamingo pink and flash in the brilliant sunshine. Streets are lined with tall palms and shops display their merchandise in wide glistening window fronts.

July in Miami Beach is a pleasant month. Weather bureau figures set average monthly temperature at 81.8 degrees with a cool, steady 8.2 mile per hour breeze sweeping in from the ocean.

Miami Beach is one of the most beautiful and modern cities in the country. Majority of the resort's 331 hotels and 998 apartment buildings were built in the 10 years preceding the war. With an eye to the future even then, Miami Beach engineers constructed buildings which today are still looked upon as architecture of the future. Convention headquarters for the Florida Optometric Association will be in the President Madison hotel.

Sand and surf are Miami Beach's stellar drawing cards. More people spend their time sunbathing on the clean white sand or swimming in the blue waters of the Atlantic than in any other Miami Beach pastime.

But there are many others. For the optometrist who likes his daily exercise, there in the municipally owned, 33-acre Flamingo Park, where almost every sport can be played. Facilities are available for baseball, tennis, volleyball, archery, basketball, softball and many others. Also, the city owns two sporty 18-hole golf courses where both duffers and experienced golfers are welcome.

For the man who likes to feel the gentle roll of a sturdy boat beneath him with a rod and reel in his hand, the waters off Miami Beach offer some of the best fishing in the world during the summer months.

And for the man who feels he has earned himself a complete rest after a hard year, there is the invitation to leisurely relaxation in the shade of a cocoanut tree.

But however the individual optometrist wishes to spend his convention-free hours—the city of Miami Beach extends a cordial welcome to the Florida Optometric Association. May this meeting be the most successful ever held by the organization.

Exceptionally Fine Convention Program Planned

Miami Beach -- June 30 - July 2

The Convention Committee for the Florida Optometric Association, headed by Dr. Miles G. Moren of Miami, has arranged a fine program.

Dr. Jerome Heather, Director of Professional Relations of the American Optical Company will deliver two lectures: "Economics in Visual Eye Care" and "Economics in Private Practice."

Dr. S. Allen Gardner of Chicago, Illinois, will speak on "Contact Lenses, their uses, limitations and problems" and on "The Art of Prescribing Bifocals".

Mr. A. C. Bergh of the Florida Power Company will lecture on "Proper Lighting and Its Relation to Vision". He will show a Walt Disney film, "Light Is What You Make It". The Public Health Bureau's film "The Future in Sight," will be shown for the Optometrists and their Ladies.

Dr. James Palmer of Charlotte, N. C. will also be among speakers on the convention program.

Mr. George Campbell will give his talk on, "Out of the Shadows into the Light".

Mr. Dean Cummins of Bausch and Lomb Optical Co. will lecture on an appropriate topic.

The State Board of Optometry

The State Board of Optometry will hold meetings and conduct an examination for about twenty candidates June 27th through June 30th, at the President Madison Hotel in Miami.

An interesting program has been arranged for the Women's Auxiliary including sight seeing boat trips, a shopping tour of Lincoln Road, one of the nations most beautiful shopping centers. There will be luncheons and a water tournament at the private pool of the President Madison Hotel and other enjoyable activities.

The committee has arranged a golf tournament for Tuesday and for those who will, may go deep sea fishing.

A post-convention all expense tour to Havana for two days has been arranged for those who desire to visit Cuba.

All arrangements have now been made for the State Convention. It will be held at the President Madison Hotel, Miami Beach, June 30th (Sunday), July 1st and 2nd. The State Board will examine on the four days preceding the 30th.

"When a man says, 'This is a difficult problem,' he really says, 'I am a soft drill on a hard piece of steel.' "—Charles F. Kettering.

Florida Optometrist Signally Honored By Grotto

DR. ADDISON VANCE

Dr. Addison and Anastasia Vance are closing their office July first for one year. Dr. Addison Vance will be elected Grand Monarch of the International Grand Line of the Grotto. They will travel about sixty thousand miles visiting Grotto organizations throughout the United States and Canada.

The International Convention of the Grotto was held in St. Petersburg June ninth through the thirteenth. During the Convention Dr. Addison Vance was elected to the office of Grand Monarch. He served as Monarch of the local Selama Grotto during the years 1929 and 1930. In 1935 he was elected to the Grand Line of Officers of the International Supreme Council of the Grotto. Since then he has progressed through the Grand offices to his present position.

Drs. Vance both attended Northern Illinois College of Optometry, graduating in 1924. They came to St. Petersburg and started to practice in their present office in the Florida Arcade.

Dr. Addison Vance served as President of the Florida Optometric Association for two years during 1929 and 1930. It was during his tenure of office that he started the Florida Optometrist and appointed Dr. Kitchen as the first Editor. He also was president of the Pinellas Society of Optometrists for five years.

Dr. Anastasia Vance served on the Executive Board of the State Association for one year and for a number of years was secretary and treasurer of the Pinellas Society. She has been an active member of the Business and Professional Women's Club of St. Petersburg.

Drs. Vance have always been loyal to Optometry and have done a great deal to uphold the profession. We wish them God Speed on their journey.

A black eye may designate strong character but it also signifies a weak defense.

Power is never good, unless he be good that has it. —Alfred the Great

MRS. ADDISON VANCE

Dewey Short, Sponsor HB3755, To Speak at Congress Banquet

The A. O. A. 49th Congress will be honored by the presence of Representative Dewey Short, second ranking Republican on the House Committee on Military Affairs. Dewey Short comes as a heralded friend of Optometry! He successfully saw H.R. 3755 through the House of Representatives in 1945. On April 30th, it passed the Senate unanimously. He spoke FOR you, and he comes in July to speak TO you! Mr. Short will be guest speaker at the Annual Banquet on July 10th.

In the words of the editor of the Wichita Beacon: "Representative Short has attained nation-wide reputation as an orator because of a rare combination of talents as a logician, a humorist, and a statesman."

Representative Short, since coming into the national limelight, has spoken from coast to coast. His scintillating aphorisms and homely metaphors never fail to stir his hearers to high levels of enthusiasm and mirth. This is equally true in Congress, on the stump—whenever he speaks.

Mr. Short was first elected to Congress in 1928, serving a single term. After the redistricting of Missouri, he was elected in 1934, and has served continuously since that time.

In 1939, Mr. Short was an official delegate to the 35th Inter-Parliamentary Conference in Oslo, Norway. He has traveled extensively in Europe, Africa, and Asia as a scholar, and over most of North and South America in an official capacity.

The name of Dewey Short was presented to the Republican National Convention as a candidate for Vice President of the United States in 1940. He received 108 votes from the delegates to that convention.

Dewey Short has already gathered with Optometrists in Pennsylvania. He attended the Pennsylvania State Convention at Harrisburg, in October 1945, and spoke at that time. Pennsylvania Association members can tell you that he is an inspired as well as an inspiring speaker. He uses no notes when he speaks, but his talks are brilliant and are interspersed with wit, delightful humor, and quotations.

Every member of the A. O. A. should come to the 49th Annual Congress to greet and to hear the man who has fought so valiantly for Optometry, and for what it stands. What a Bill! . . . . What a Congressman! . . . . What a Congress this will be! Truly a VICTORY Congress in every respect!

IMPORTANT NOTICE

Railroad Transportation To AOA Congress

Railroad transportation to the A. O.A. Congress in Pittsburgh, July 7-10 will be reserved for you if you will notify your State President or Secretary. A representative of the railroad serving your territory will contact you and make all arrangements for you.

4th Annual Congress Committee

A. Alan Herring, O. D., Chairman Transportation Committee

New Television Lens

Larger, clearer television pictures from your postwar home television receiving sets are made possible by a new image-correcting glass lens announced today by American Optical Company.

Dr. E. D. Tillyer, research director, described the new lens as "the heart of a television receiver's optical system," and said its unique wave-like curves correct aberrations caused by projecting television tube images on a reflecting mirror used in the optical system to enlarge the images.

He also announced a reflecting glass mirror as a companion piece to the correcting lens and said the combination permits reception of screen images five times larger than the prewar variety.

Revealing that the new image-correcting lens was a war development, he said it is made of a durable, stable glass that will retain its optical properties during the entire lifetime of a television receiver.

He also announced that the lens is produced by a new method of mass production developed during the war by American Optical Company and disclosed that the concern manufactured many thousands for military devices whose uses have not yet been revealed by the Government.

These lenses, he added, were more than 10 times as fast as a f/2.0 camera lens.

"Prior to the war," he said, "there were less than 50 lenses of this Schmidt correcting type in the world, and these were used in high-speed astronomical photography. Days, weeks, and sometimes months were required by a skilled lens grinder to make one by hand, whereas the new correcting lens can be produced in quantity in a few hours by the new method of manufacture."

He disclosed that the wave-like curves of the correcting lens, which compensate for the spherical aberrations introduced into television pictures by the reflecting mirror, are produced by heating a flat piece of glass until it flows

(Continued on Page Nine)

RAY

The house of precision and personal service

The results of your careful refraction should be followed by forwarding it to an optical laboratory of unquestionable integrity in accuracy.

Our modern laboratory, staffed by a great majority of journeymen technicians, is your assurance that the results will be worthy of your wide experience and professional skill.

RAY OPTICAL COMPANY

22 North Hogan Street — Jacksonville, Florida

A Letter From Alex

May 1, 1946

Dear Chairman:

Last week, there came a letter from an optometrist who was a member of the Extension Program "way back when" who had dropped out in the days of the "18 point" analysis because he thought he had gotten all there was to be offered! Don't laugh—it does happen, and the man can be entirely sincere.

Well, the story about Renshaw and the tachistoscope in one of the big magazines (TIME, wasn't it) got him interested, then he had two patients ask him if he gave that kind of training—and, finally he went to a Congress and heard enough new material to leave him stunned.

You probably have guessed what happened. He rejoined—and wants to get in two weeks all he has missed in nine years.

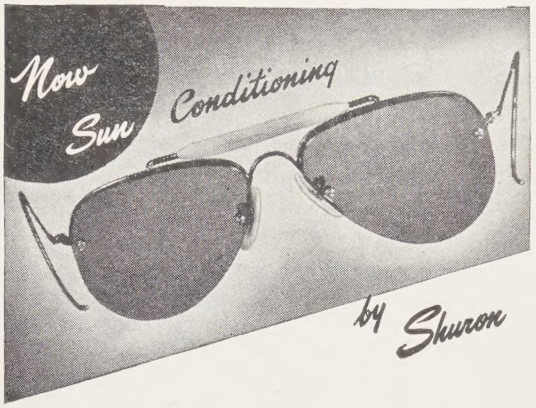
There is one sure way to find out what kind of work an optometrist is doing in his office—if he will let you do it. Did you ever hear how Barstow once coverted a good optometrist who had the same idea as the man I've just mentioned? Barstow had a bet on with Skeff that a certain man was doing the analytical work. Skeff said "no". -Barstow said "yes". The only way to settle it was to **see the case records.** And that's the secret.

It was a little delicate, but the optometrist gave Barstow permission to look through the case record file. What he found surprised not only Barstow but the optometrist himself. Some 60% of the case records had only about five findings—and those were not the important ones. Not the 10 essentials of the near point technique. So they discussed the reversal of the equilibrium findings and their importance in making the Rx—the use of the near point ductions, etc. The interview lasted about ¾ of an hour and Barstow didn't make any unpleasant comments nor cast any reflections. They just talked.

But—that man today is one of the leaders in modern practice with a big reputation in visual training.

The idea I want to get over is the suggestion that you try to see case records—especially of those men in your area who are hanging back or "running a bluff". If you do it right, it

(Continued on Page Nine)



YOUR PATIENTS ARE

Beauty Conscious

It is true that they look to you for corrected vision, but they are apt to take your painstaking diagnosis and prescription for granted.

If you prescribe glasses which meet your patients' standards of fashion and beauty, they will wear your prescription with pride and pleasure.

It is our purpose, through the Optical Wardrobe idea, to enable you to style your patients' faces with eyewear that is correct for every costume and occasion.

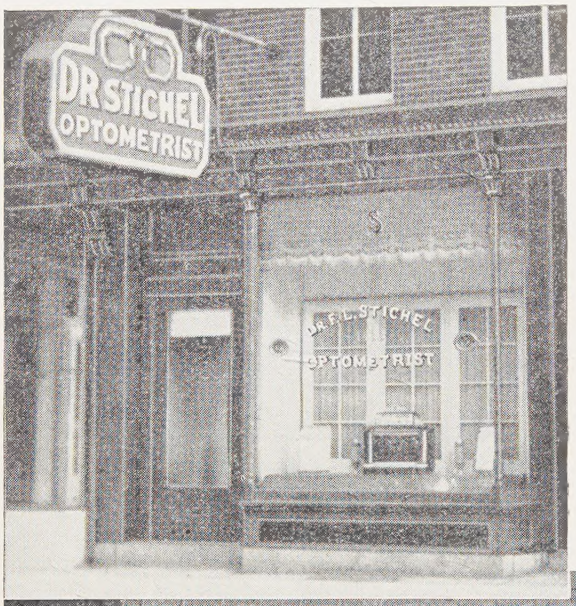
Shuron

AMERICAN OPTOMETRIC ASSOCIATION

PROFESSIONAL ADVANCEMENT PROGRAM

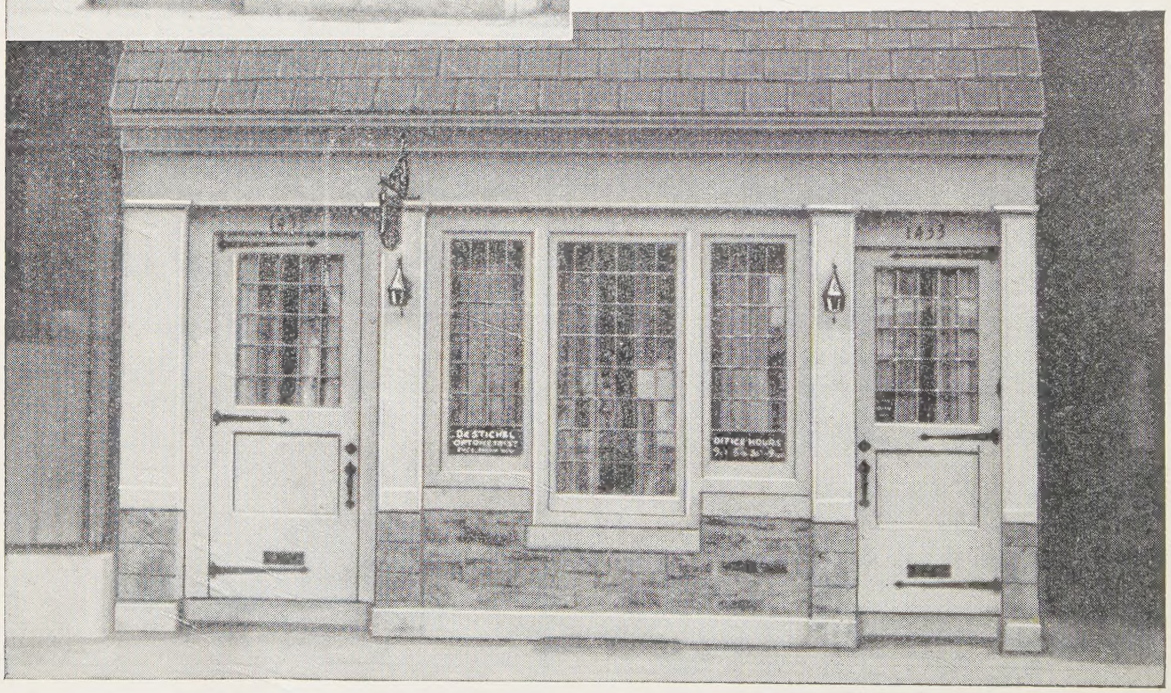
Department of Ethics and Economics . . . . Division Professional Standards

THE PROFESSIONAL OFFICE



BEFORE: The outdoor neon sign, store-appearing front and window display of eyeglasses clearly illustrates "yesterday's" means of "selling eyeglasses." Today, the trend is definitely toward "professional services."

AFTER: This clearly illustrates how Dr. Frederick Stichel of Baltimore, Maryland, converted this optical store into a professional office. The simple charm and grace of this front is most appropriate for an optometric office. Its very appearance suggests professionalism.



Optometric Social Security

By Mossback

The Ramrod—Vermont Optometric Association

Let's give an imaginary optometrist a beautiful office located in a busy community. Let's give him the most modern and efficient equipment. Let's give him too, a thorough professional training and unlimited supplies of the necessary ophthalmic materials. For good measure we'll throw in an attractive and competent receptionist. He's all set to get rich!

But wait, we've forgotten something. It's that priceless, nebulous necessity. It's the little nail on which hangs the success of the whole enterprise—he must have the public good-will.

Optometrists supply a vital service to their "market." That market is people. And it's good-will which makes the setup click. You've heard that old pundit about the man who made a better mousetrap. But had the mousetrap maker been a surly sourpuss the path would have been beaten elsewhere. No matter how fine the workmanship or skill, it can't be sold or exchanged for coin of the realm without good-will.

Whether you have professional services, locomotives or lollypops to sell, people are free to buy them elsewhere as they please. They only prosper those toward whom they have good-will.

Good-will is priceless and evanescent; it's like the orchid which a tiny touch of carelessness can wither. It can be built to huge and profitable proportions yet we have to keep on winning it with every patient. Once gained it does not keep on going on momentum. Temptations may arise at times to "pull a fast one" or in some manner depart from the strict way of principle. Experience is a dear teacher but she has always taught that adherence to justice and the Golden Rule is the necessary formula for success.

Optometrists talk about "expanding" their practice. You can't do it. Only your patients can do it for you. If you want the expansion tomorrow you've got to sow the seed of expansion today. Make your patients happy today, or at least please them, and let tomorrow take care of itself. Your patients are thousands of times stronger than you are. Just take care of them magnificently and let them take care of you.

New Television Lens

(Continued from Page 6)

into the specially curved surface of a refractory on which the glass is placed.

The refractory, he said, serves as a mold in some respects and is made of a special composition that does not adhere to the glass and yet permits it to assume the desired curvature. The lens is then ground and polished to a sparkling finish. Other uses for the lens in addition to television reception are now being investigated.

The reflecting mirror, Dr. Tillyer added, is ground and polished by modern, highly accurate lens-grinding methods.

A television optical system using the new correcting lens-mirror combination functions as follows. Television images from the receiver's cathode-ray tube are projected on the mirror, then reflected through the correcting lens onto a flat mirror which in turn reflects the focused picture on the viewing screen.

Larger, clearer television pictures result from such a system. For example, a cathode-ray tube only five inches in diameter produces an image which fills a screen 18 x 24 inches. Prior to the war, a direct-viewing tube, 12 inches in diameter, produced pictures about 7 x 9 inches.

A Letter From Alex

(Continued from Page 7)

will widen your understanding of the job in front of you and maybe help the man who needs it badly. And the man who needs it most is the one that optometry needs to have doing good work. We get judged more by optometry's failures than by our successes. Not fair but that's the way the world goes.

Yours truly,
ALEX
E. B. Alexander, National Director.

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107. Stebbins, B. F. — Miami
108. Shane, Max — Jacksonville
109. Smith, M. B. — Miami
110. *Sullivan, L. F. — Miami
111. Stebbins, L. W. — Miami
112. Stebbins, Thos. A. — Miami
113. Tate, A. H. — Miami
114. Tilley, Reade F. — Clearwater
115. Tumlin, L. A. — Miami
116. Vance, A. S. — St. Petersburg
117. Vance, Anastasia — St. Petersburg
118. Wiehe, K. J. — Ocala
119. West, K. J. — Daytona Beach
120. Wright, Marshall — Orlando
121. Williams, John C. — Ocala

* 16 in service; 107 paid memberships.

Eye Pathology

By Ralph Barstow

Every optometrist is thoroughly and painstakingly taught to use the Ophthalmoscope and to identify eye pathology. **In every office routine that I ever heard of, this examination for internal or external evidences of pathology stands first in the order of work.** The medical criticism of optometrists that has been repeated almost from the days when there were optomtrists, is "optometrists are not competent to recognize pathology."

There should be no question about this competence—and more than that—there should be no possible excuse for a medic to discover visual pathology **after** an optometrist has cared for the patient. **It doesn't matter whether physicians miss evidences of visual pathology, which they do, time and again. That is not the point under discussion.**

It seems to me that practically all optometrists are painstaking in this matter in their first dealings with their patients. What I'm wondering is whether, during visual training and over fairly long spaces between visits, the optometrists are careful to make the re-examination for pathology.

EDITORIAL

(Continued from Page 1)

grew. When visual training was organized, he tackled **that** too although he was "no chicken" by that time. But he mastered it and again his practice increased.

He split the practice and gave a chunk of it to another son who built that small bit into another big practice, while a third son carried on in one of the big cities nearby.

One man with a vision can look back from his 70 odd years to the creation of three fine practices with three splendid sons to carry on. It looks like optometric success, doesn't it? Study and vision did it.

The difference between a prejudice and a conviction is that you can explain a conviction without getting mad.

When eyesight begins to dim you should use stronger glasses and weaker drinks.

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A. Remove fitting tables, fitting counters and display cases.

B. Provide comfortable attractive furniture.

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D. Decorate with attractive color scheme and install modern floor and table lamps.

A.O.A.—Professional Standards

The Don'ts of Optometry

DON'T . . . refer to your "SUPPLY HOUSE" as a "wholesaler". Use the term "SUPPLY HOUSE" or "OPTICAL LABORATORY".

DON'T . . . refer to your own "OPTICAL LABORATORY" as an "optical shop".

DON'T . . . tell your patients you are prescribing lenses designated by a "trade name".

DON'T . . . give your patients certificates bearing the names of any "type" or "color" of lens.

DON'T . . . use "lens cleaning cloths" bearing the advertisement of any optical manufacturer or "trade name" of any ophthalmic product.

DON'T . . . refer to your "OPTOMETRIC PRACTICE" as the "optical business".

DON'T . . . refer to "OPHTHALMIC MATERIALS" as "optical merchandise".

DON'T . . . refer to the "PRESCRIBING OF GLASSES" as the fitting of glasses".

DON'T . . . refer to your professional "FEE" as the "charge for glasses". Use the following, "the FEE for my service is (amount), this includes the cost of the material".

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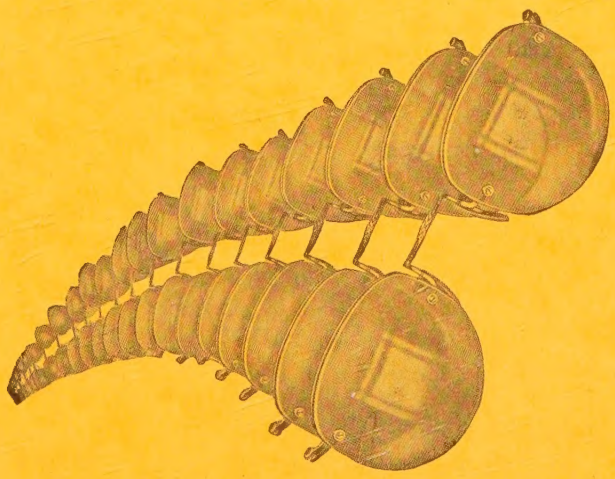

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